

Customer Success
Stulz Air Technology
Systems (ATS)

Stulz ATS manufactures environmental control systems including precision air conditioning and desiccant dehumidification and humidification systems. Stulz ATS deployed Microsoft Business Solutions to significantly reduce inventory days-in-stock. They also improved planning ability and the ability to load-level their production processes. And because items are posted immediately to the general ledger, month-end close is 75 percent faster.

"We are really refining what we are doing in our business systems since implementing Microsoft Business Solutions for Manufacturing."

Michele Holsinger : : Information Systems Manager,
Stulz Air Technology Systems

Increasing Complexity and Demands

Industrial equipment manufacturers produce some of the most complex products in the world, while experiencing continual price erosion. Customers want specialized products to be more competitive, but commoditized to minimize maintenance and life-cycle costs. In addition, industrial equipment manufacturers are dealing with growing environmental requirements and global competition.

Successful industrial manufacturers need to anticipate customer requirements better while reducing the impact of individual customer's requirements on the initial conceptual design and quoting phase. Industrial manufacturers have adopted alternative approaches—such as outsourcing—to drive down costs and increase engineering capability. They have also initiated flexible billing processes to meet the new pricing requirements of customers and are delivering follow-on service packages to ensure that installed products continue to stay efficient.

Sharing information and data with suppliers, customers, and subcontractors based upon a flexible, responsive infrastructure is crucial to success on all these fronts. A robust computing environment makes it easy to exchange product and design data while supporting the rapid evolution of business processes. Now industrial manufacturers can connect their internal organization with outside business partners and customers, working as an integrated virtual team.

Faster Response to Change

Software offering rich industry functionality from Microsoft® Business Solutions is helping industrial equipment manufacturers fine-tune their processes and address more than just product or component manufacturing. Project management and planning tools can help you better predict the cost of the project phase by comparing actual costs with budgets in the different phases. Product configurability functionality simplifies the quoting process, saving time and money. The technologies also offer an overview of critical path and slack time, so manufacturers can quickly target problem areas. For example, Stulz Air Technology Systems has managed to streamline their



FASTER RESPONSE TO **change**

project life cycles and accurately anticipate project costs to gain a competitive edge in their business of manufacturing environmental control systems.

Software solutions are also promoting tighter collaboration by providing the tools to build a virtual enterprise for a smarter exchange of information and resources between design, manufacturing, suppliers, and partners. Engineering design changes and special requirements can be assigned to functions earlier in the value chain, resulting in a more timely response to customer needs. Pitney Bowes, for instance, is updating its software infrastructure to promote better collaboration and planning in the document-management business.

Better communication with customers is also possible, enhancing the overall buying experience. Industrial manufacturers can build a full picture of the buying process, including additional service, expected maintenance, and costs of further design specifications. After-sales service can also be improved with a flexible computing infrastructure that supports demand-planning capabilities—for example, helping industrial manufacturers deliver components for maintenance on time.

Competing to Win with Microsoft

Together, Microsoft and its partners deliver powerful but cost-effective solutions that offer all the advanced functionality that industrial manufacturers need to compete effectively. Our technology platform allows small- and medium-size manufacturers to create an integrated set of leading-edge business applications that can be deployed quickly and inexpensively without complicated customizations.

Technologies from Microsoft Business Solutions include integrated software applications for all stages of the industrial equipment manufacturing cycle—from planning and quote development to design, manufacturing, and after-sales service:

- Project management
- Project planning
- Product configuration
- Quote management
- Product data management
- Demand planning
- Service management
- Asset management

In addition, Microsoft Business Solutions also supports tight collaboration across the value chain with such capabilities as:

- Engineering change support
- CAD integration
- Document management and collaboration
- Supplier cluster management

Success in a Changing Industry

Microsoft Business Solutions software integrates smoothly with dozens of business management systems to meet the diverse needs of your business, including inventory control, production cost accounting, customer relationship management (CRM), human resources/payroll, supply-chain management, distribution, and more. It's all designed to help you improve profitability even in the face of rising customer expectations and lower prices.

To learn more about how integrated, affordable business solutions from Microsoft can help you get the competitive edge in industrial equipment manufacturing, go to:

<http://www.microsoft.com/BusinessSolutions/Industry/IndustrialEquipment/default.aspx>